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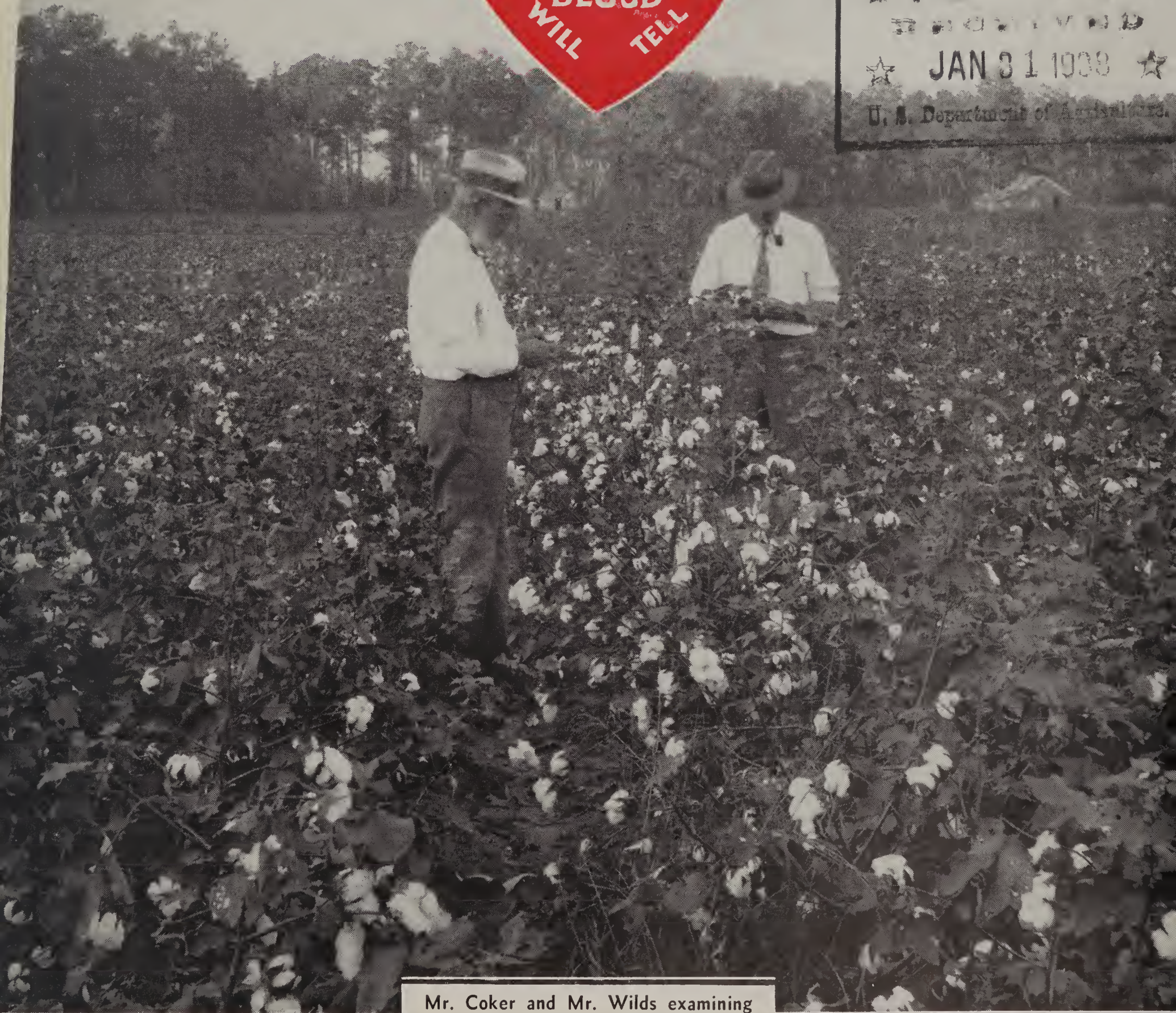
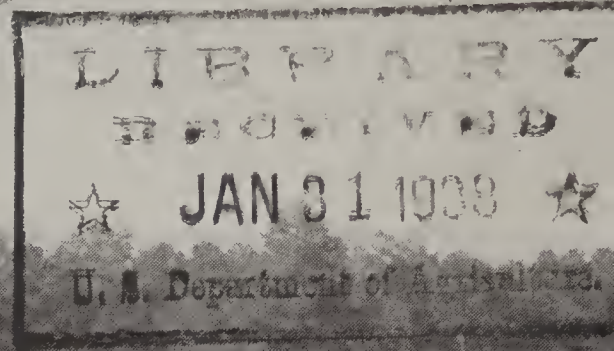
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COKER'S SEED CATALOG

SPRING



1938



Mr. Coker and Mr. Wilds examining
an outstanding Plant-To-Row.

COKER'S PEDIGREED SEED CO.

DAVID R. COKER, President

HARTSVILLE, SOUTH CAROLINA

IS THERE ANY CHANCE FOR THE COTTON GROWER THIS YEAR?

Before determining what we are going to do about planting cotton in 1938 we should carefully study the situation to discover whether there is any probability of operating profitably. Here are some of the facts:

World production plus carry-over of about fifty-one million bales.

Probable consumption, thirty million bales.

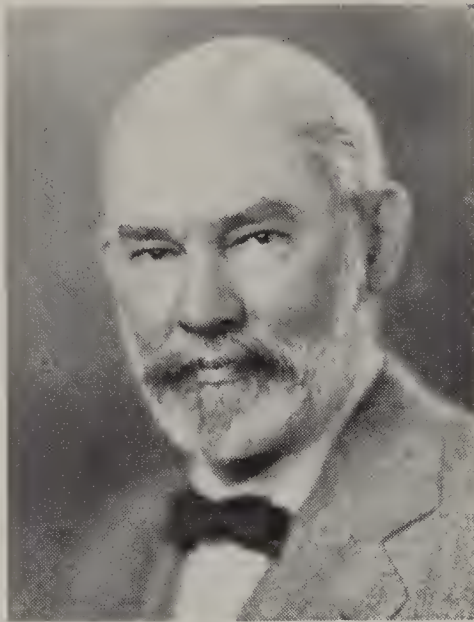
Probable world carry-over twenty-one million bales.

American crop of eighteen and three-quarter million bales of comparatively low grade and short staple.

Against these unfavorable factors we have an actual scarcity of middling and better 1- $\frac{1}{16}$ " and longer cotton, and a steadily increasing demand for these lengths. Cotton of about 1- $\frac{1}{8}$ " staple of middling to strict middling grade is especially scarce. Such cotton cannot be obtained in large quantities now. The 1937 crop has produced about 15% of 1- $\frac{1}{16}$ " and longer cotton. The 1936 crop produced over 20% of these lengths. Mills are constantly improving their machinery and year by year are calling for larger percentages of 1- $\frac{1}{16}$ " and longer cotton.

Under these conditions staple premiums have steadily advanced for several years and it is highly probable that high premiums will continue to be paid until the southern farmer fully meets the demand of American mills for 1- $\frac{1}{16}$ ", 1- $\frac{1}{8}$ " and longer cottons of good grade and high spinning value.

If the southern cotton grower can secure seed of varieties which will make him maximum yields of lint and will produce lengths that are in active demand at premiums of one to three or more cents per pound for middling or better grade, it would seem that nothing could prevent him from securing and planting these seed.



DAVID R. COKER
Founder and President
Coker's Pedigreed Seed Co.

We are glad to say that there are several such cottons in existence and you can probably secure some seed if you act promptly. Ask your County Agent or your State Experiment Station to find out for you the records made by our Coker-100 Strain 1 and our Farm Relief Strain 5 which are not wilt resistant cottons; and of our 4-in-1 and our Cleve-wilt Strain 7 which are wilt resistant. The Coker-100 has been tested for three years by the experiment stations of North Carolina, South Carolina and Georgia and has also been tested in several other states. It has in many in-

stances produced 1- $\frac{1}{8}$ " staple and has never averaged less than 1- $\frac{1}{16}$ " to our knowledge. In all cases where we have had reports on this cotton it has stood at or near the top in production, and practically every customer who has reported on it has made exceptional yields.

While the other three cottons mentioned above have not yet been so widely tested as Coker-100, the experiment station tests as well as our own extensive experiments leave no doubt that they are among the most productive cottons in existence whether wilt resistant or not, and they all produce under normal conditions 1- $\frac{1}{16}$ " or better staple.

While we have at present a good supply of excellent planting seed of our best pedigreed varieties, we understand that the supply is very short in many sections. We think, therefore, if our customers wish to take advantage of the opportunity of producing a maximum crop of premium staple next year, it would be wise for them to get promptly in touch with us and book their requirements.

David R. Coker

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Care in Handling Our Cotton Seed

The same painstaking care given our cotton seed throughout their breeding and testing is devoted to the growing and preparation of the seed which we offer for sale.

Our seed increase fields are concentrated in the immediate vicinity of Hartsville where they can be inspected by our specialists at regular intervals. These fields are carefully rogued for all off-type or variant plants which are removed and destroyed to prevent their producing seed. Good cotton land is selected and adequate fertilizer supplied in order to produce healthy plants, good yields and seed of high vitality.

When the cotton is mature it is picked as rapidly as possible, is sunned and stored in well ventilated store rooms where its temperature and moisture content can be closely watched. If any moisture remains in the cotton it is run through our "cotton dryer" which removes excess moisture and lessens the danger of seed heating. All of our cotton seed are ginned on our private gins. There is a special gin day for each variety to avoid possibility of mixing. The gins are specially equipped so that they can be thoroughly cleaned out before another variety is run through.

In spite of all care, some of our seed this year will run somewhat under our minimum standard of 80% in germination, due to wet August-September weather. However, we are giving our seed additional handling, at a great deal of extra expense to ourselves, to assure our customers of a uniformly high quality product.

Method of Handling to Insure Uniform Germination

In ginning, the seed from each bale is bagged separately and given an individual "lot" number. The seed are then stored and allowed to cure out naturally. When there is no further chance of deterioration, samples are taken from the center section of each bag and tested for germination. A duplicate sample is also tested as a check. On completion of tests, all low germinating lots are discarded. The higher germinating lots are then massed in a series of five mixings which results in each bag of seed being uniform in germination. After the seed are passed through our 23 ft. recleaning machine, they are relotted and again tested for germination. Those germinating less than our 80% standard have been plainly tagged as to their actual germination and prices have been reduced in proportion. This means the customer will get fully as many high germinating seed per dollar in 60%, 65% or 70% seed as he would normally get in 80% seed. We recommend, of course, that a heavier rate of seeding be used to offset any deficiency in germination.

Ceresan Treatment

We have also treated our seed with 2% Ceresan (Mercury Dust), a poisonous but very effective disinfectant.

Most of our customers are familiar with this treatment and its aid in producing better average stands, especially when weather conditions are unfavorable for proper germination. We are glad to pass this service on to them without charge. If untreated seed are preferred, we can furnish them in all our varieties. However, we recommend that all customers take the treated seed and unless otherwise instructed, treated seed will be shipped. Ceresan treated seed should be used only for planting purposes as they are poisonous.



Samples are taken from *every* bag for germination tests.



Every lot of seed is germinated at least six times to insure accuracy.



Seed treated with Ceresan to control disease and improve stands.



Seed stored for shipment in our well-ventilated warehouses.

COKER'S

4^{IN}1



Section of 142-acre wilt infested field which yielded 163½ 500-wt. bales in spite of weevil and weather damage.

A NEW WILT COTTON

Coker 4-in-1, comes from a cross of our Foster Strain 6 and Clevevilt. It is the result of 12 years continuous breeding and testing both on the wilt and non wilt soils. Those of us who have grown and studied this variety during its development, increase and testing period, realize that these years of painstaking care and expense were not in vain. Coker 4-in-1 is worthy of this effort. It is a remarkable variety—combining the earliness, and thin foliage of the Foster with the high yield, vigor and wilt resistance of the Clevevilt.

It is a good cotton either for wilt or non-wilt soils. It led our Main Variety Test in 1936 and ranked 5th in 1937 in pounds of seed cotton per acre. In our main wilt tests, conducted at Hartsville, Sumter, Manning and Alcolu, in which certainly three and possibly four different biologic forms of Fusarium wilt are represented, it ranked in yield, 1st at Sumter, 2nd at Alcolu and 3rd at Hartsville and Manning. In these tests were planted 32 of the best wilt varieties and strains.

Our croppers say it is one of the hardest cottons not to make a bale to the acre with that they have ever planted. Without exception every cropper who had this cotton in 1937 wants to plant it again in 1938. Not only is it extremely productive, but the small plant, thin foliage, the fluffy pendant bolls set from bottom to top of plant make picking easy and storm and weather damage slight.

DESCRIPTION

Plant: Semi-dwarf, stocky, two to four vegetative branches, medium length fruiting branches.

Foliage: Medium thin.

Season: Early.

Lint Length: 1- $\frac{3}{32}$ ".

Bolls: 70 to 75 to pound, round ovate, slightly pointed, pendant, they open wide and fluffy, yet are very storm and weather resistant.

Lint Percent: 35 to 37%.

Character: Excellent.

GERMINATION: All of our Coker's 4-in-1 seed germinate 75% or better. They have been tested six times to assure accuracy and individual lots carefully mixed to insure uniformity. A discount in price is allowed to cover germination deficiency. All seed treated with Ceresan without cost to you.

PRICES: These prices are net after allowing discount for germination deficiency. \$11.72 per 100 lb. bag; \$187.50 per ton f.o.b. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



CHECK

COKEK 4-IN-1



Coker-Cleviewilt Strain 7

The best and earliest Cleviewilt that we have yet had to offer. It combines the highest wilt resistance, high yield and desirability in type. It is **thinner foliated** than other strains, flat topped, with two to four vegetative branches, set close to the ground and has long, well spaced fruiting branches. The staple is $1\frac{3}{32}$ ", silky, with lint turn out of 37 to 39 per cent. It led the Pee Dee Experiment Station 1936 Variety Test in pounds of seed cotton per acre and came second in the South Georgia test at Tifton. Coker-Cleviewilt 7 led **all other** wilt varieties in seed cotton production in the 1937 Pee Dee Experiment Station test, producing 2,510 pounds per acre—194.7 lbs. more than any other wilt variety except one of our own breeding. This test included 46 of the best bred wilt and non-wilt resistant varieties in the South. Cleviewilt 7 has stood either

at or near the top in all of our wilt tests. Strain 7 is the earliest, most productive and storm resistant Cleviewilt that we have yet had to offer.

DESCRIPTION

Plant: Vigorous, determinate, flat topped, 2 to 4 long vegetative branches—long well spaced fruiting branches.

Foliage: Medium thin, leaves turn up at edges admitting more sunlight.

Season: Earliest of Cleviewilts.

Bolls: 70 to 76 to the pound, round ovate, storm resistant.

Lint Length: $1\frac{3}{32}$ " under good conditions.

Lint Percent: 37 to 39%.

Character: Silky, strong.

Production: Excellent.

GERMINATION: All of our Coker-Cleviewilt Strain 7 seed germinate 65% or better. They have been tested six times to assure accuracy and individual lots carefully mixed to insure uniformity. A discount in price is allowed to cover germination deficiency. All seed treated with Ceresan without cost to you.

PRICES: These prices are net after allowing discount for germination deficiency. \$8.13 per 100 lb. bag; \$154.38 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.



COKER 100

COKER 100 Strain 1

The heaviest yielding variety we know of,
for non-wilt land.

Never before in our 35 years of cotton breeding have we received so many splendid reports on any of our cotton varieties as on Coker 100. This new productive 1- $\frac{1}{16}$ " to 1- $\frac{1}{8}$ " cotton, introduced in the spring of 1937, has made an outstanding record throughout a large part of cotton belt.

Reports have been received from Virginia to Louisiana and from the Carolina Seacoast to the upper Piedmont telling of excellent yields and premium staple produced by Coker 100 seed.

Coker 100 combines maximum yielding ability with staple of 1 $\frac{1}{16}$ " to 1 $\frac{1}{8}$ " which meets the greatly increased mill demands for these lengths.

A considerable part of the credit for the success of Coker 100 under weevil conditions is due to its extreme earliness, semi-dwarf weed and small leaves.

During 1935 and 1936 Coker 100 stood at the top in ten State conducted variety tests. It is an excellent cotton for medium to good grades of cotton land throughout the cotton belt but should not be planted on wilt soils.

DESCRIPTION

Plant: Dwarf, symmetrical, spreading, determinate; 2 to 4 low set vegetative branches and long well balled fruiting branches.

Foliage: Thin, dark green.

Season: Very early.

Bolls: 70 to 75; round ovate, slightly pointed; open very wide; fluff beautifully; storm and weather resistant.

Lint Length: 1 $\frac{1}{16}$ " to 1 $\frac{1}{8}$ " under good conditions.

Lint Percent: 36 to 38%.

Character: Excellent; well bodied, uniform, strong.

Production: The best.

GERMINATION: Coker 100 seed are of excellent germination (80% and above) and high vitality. All seed treated with Ceresan without extra cost to you.

PRICES: \$10.00 per hundred lb. bag; \$175.00 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. and Memphis, Tenn.



Upper Photo taken July 5th. Note heavy early bloom.

Lower Photo: This field of Coker 100, planted June 18th, made 672 lbs. lint per acre.



COKER'S FARM RELIEF Strain 5

A Superior New Strain with Higher Lint Percent

Farm Relief Strain 5 is descended from a superior plant of the Strain 4 blood line and has all the excellent qualities of the parent Strain. In addition, it has more vigor, stands adverse weather better, is earlier, has a little higher lint out-turn and a better yield record. It produced more pounds of lint than any other cotton in our Main Test in 1936. It led Strain 4 by 58 pounds of lint and \$5.98 in value of lint and seed per acre in our 1937 test. The staple of both strains was classed as $1\frac{3}{32}$ " and character and body excellent. We offer this new strain of Farm Relief to our customers with the full assurance that they will realize higher yields and more dollars per acre than with previous strains.

DESCRIPTION

Plant: Medium tall, very open, generally 1 to 2 vegetative branches, long, well spaced fruiting branches.

Leaves: Medium small, widely spaced.

Season: Very early.

Bolls: 58 to 62 to pound, long round ovate—very storm resistant yet easy to pick.

Lint Length: $1\frac{3}{32}$ " under good conditions.

Lint Percent: 40 to 43.5%.

Lint Character: Excellent, hard, full bodied.

Production: One of the best.

GERMINATION: All of Coker's Farm Relief Strain 5 seed germinate 70% or better. They have been tested six times to assure accuracy and individual lots carefully mixed to insure uniformity. A discount in price is allowed to cover germination deficiency. All seed treated with Ceresan without cost to you.

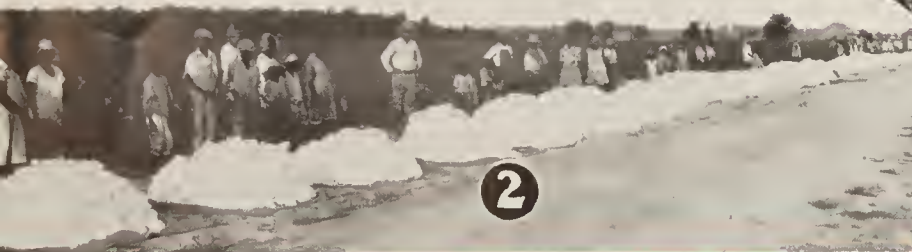
PRICES: These prices are net after allowing discount for germination deficiency: \$10.95 per 100 lb. bag; \$175.00 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.

**COKER'S
FARM
RELIEF**



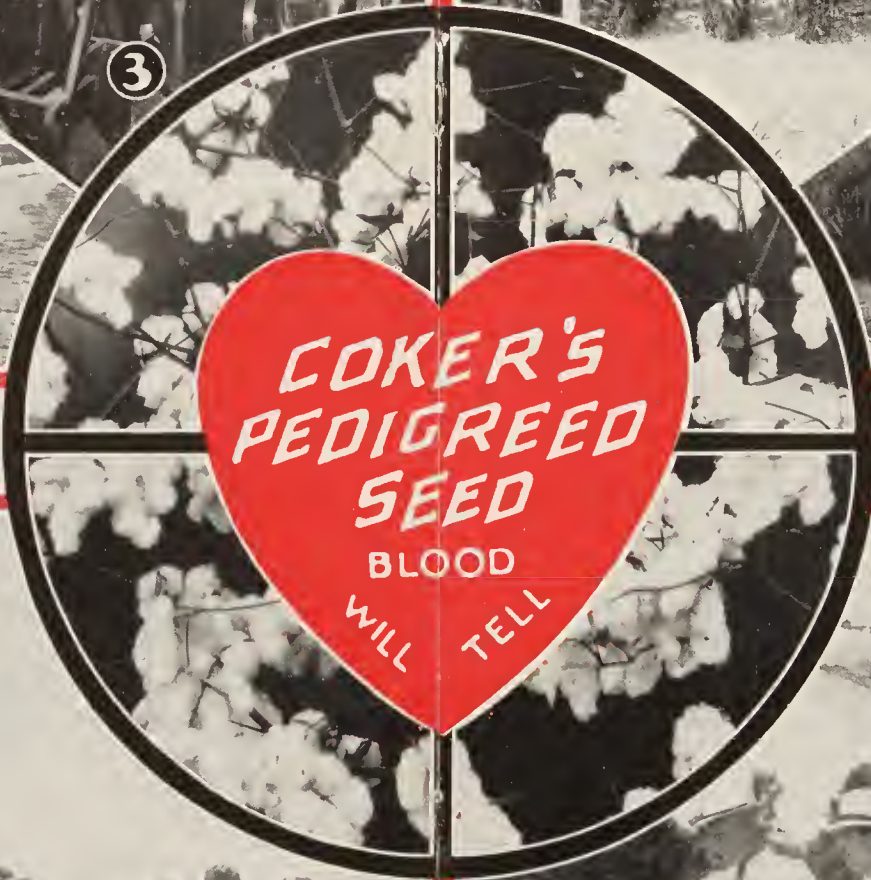
Head Plant Breeder Wilds making plant selection in Farm Relief Breeding Field.

Intimate Views of Our Work



1. Determining staple of breeding rows. 2. Cotton picking time on the Coker Farm. 3. Ginning individual plants and determining lint percent. 4. Mr. D. R. Coker points out earliness of our Redhart Strain 4 Wheat. 5. Progress in breeding oats for cold and smut resistance. 6. Cross breeding oat varieties to combine the good qualities of both.

7. Appraising value of tobacco selections. 8. Section of tobacco breeding plot showing bagged plants. 9. Harvesting tobacco variety test. 10. S. C. Colored Teachers inspecting our breeding plots. 11. Plant Breeder Wilds and South American Cotton Expert examining first year increase blocks. 12. Visitors, watermelons and good advice.



COKER'S PEDIGREED SEED CO.



COKER- WILDS

Coker-Wilds Strain 9 is descended from a superior plant selection of Wilds 8 and has all the good qualities of this wonderful long staple upland cotton; in addition, it is earlier, from $\frac{1}{32}$ to $\frac{1}{16}$ longer and equally as productive. It produced in our 1937 test, 98 pounds more of seed cotton, 32 pounds more lint, was classed $\frac{1}{16}$ longer and the value of seed and lint was \$16.63 more per acre. Wilds 9 led our 1937 test in value of seed and lint per acre with \$114.47.

From all records and reports received, Wilds 8 has lived up to our claims—namely, that it was the best long staple upland cotton ever bred. To those who know how to grow and properly handle, gin and market a superior product, we heartily recommend Wilds 9. Its record shows it to be superior even to Wilds 8—no further recommendation is necessary to those familiar with Wilds 8.

COKER-WILDS STRAIN 9

EARLIER—LONGER—HEAVIER YIELD

DESCRIPTION

Plant: Semi-dwarfed—determinate, flat topped, 1 to 3 vegetative branches—well spaced fruiting branches—ideal.

Foliage: Medium thin—same as Wilds 8.

Season: Early—earliest of all Wilds strains.

Bolls: Round ovate, slightly pointed, 65 to 70 to pound, open wide—fluff beautifully, look and pick like short—yet storm resistant.

Lint Length: $1\frac{3}{8}$ " to $1\frac{1}{2}$ "— $\frac{1}{32}$ " to $\frac{1}{16}$ " longer than Wilds 8.

Lint Percent: 84 to 35%.

Character: Best—strong, silky.

Production: Excellent.

GERMINATION: All of Coker-Wilds Strain 9 seed germinate 60% or better. They have been tested six times to assure accuracy and individual lots carefully mixed to insure uniformity. A discount in price is allowed to cover germination deficiency. **All seed treated with Ceresan without cost to you.**

PRICES: These prices are net after allowing discount for germination deficiency: **\$9.40 per 100 lb. bag; \$150 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.**

OTHER COTTON VARIETIES

FARM RELIEF STRAIN 4

Farm Relief Strain 4 has surpassed all previous strains in money making. It is a tougher cotton than those offered previously and stands up better under adverse weather conditions. Thin foliage, extremely early, lint turn out, 39 to 41%; 1- $\frac{1}{16}$ " or longer staple under good conditions. Germination, standard. Machine delinted seed of this strain can be furnished without extra cost upon request. Seed treated with Ceresan.

PRICES: \$7.50 per 100 lb. bag; \$140 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.

COKER-WILDS SEMI-WILT STRAIN 2

Wilds Semi-wilt has been bred for growers of long staple cotton who have been forced to plant shorter lengths because of wide spread of cotton wilt. We believe it will make more dollars per acre than any other long length staple cotton on wilt lands. Strain 2 has a better yield record than preceding strain; is extremely early, staple 1- $\frac{1}{4}$ " to 1- $\frac{5}{16}$ " under good conditions. Turnout, 32 to 33- $\frac{1}{3}$ %. These seed are of standard germination (80% or above) and are treated with Ceresan.

PRICES: \$7.50 per 100 lb. bag; \$140 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.

COKER-CLEVEWILT STRAIN 6

An excellent, productive, highly wilt resistant cotton of 1- $\frac{1}{32}$ to 1- $\frac{1}{16}$ " staple. In competition with other varieties on non-wilt soils, Clewilt on Wilt Lands won 1st prize and several district prizes in 1935 and 1936 S. C. Five Acre Cotton Contest. A real Cleveland cotton, tough and dependable. Lint turnout, 36 to 38%. These seed are of standard germination and treated with Ceresan.

PRICES: \$7.50 per 100 lb. bag; \$140.00 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.

HOW GROWING CONDITIONS AFFECT YOUR COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or Poor Conditions will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

COKER-CLEVEWILT STRAIN 5

A good wilt resistant Cleveland cotton. Good for wilt and non-wilt soils. These seed are of standard germination and treated with Ceresan.

PRICES: \$6.00 per 100 lb. bag; \$110 per ton f.o.b. Hartsville, S. C., Atlanta, Ga. or Memphis, Tenn.

Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

YOUR PROTECTION

Our personal, business and scientific reputation is your best guarantee and protection. The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. All of our seed are bred, grown, prepared, tested and stored under our personal supervision and control.

Coker's Pee Dee Soybeans

(Coker 31-15)

The best hay bean we know of. Color, black; slightly larger than Ootootan. Comes from a cross of Ootootan and Laredo and combines good qualities from each parent. Matures in 145 days. 5,100 seeds per pound.

PRICE: \$5.00 per bu., \$4.50 per bu. in 5 bu. lots.

Coker's Yelredo Soybeans

(Coker 31-9)

A beautiful yellow bean about $\frac{1}{2}$ size of Yellow Mammoth. Comes from a cross of Yellow Mammoth and Laredo. Highly shatter resistant and a splendid bean for harvesting with machinery. A good combination grain and hay bean. Matures in 165 days.

PRICE: \$5.00 per bu., \$4.50 per bu. in 5 bu. lots.



Harvesting Coker's Yelredo shatter resistant soybeans with combine.

COKER'S PEDIGREED ELLIS CORN

"An Excellent Corn for Poor Lands—Better for Rich"

We find Coker's Ellis to be the safest variety to plant year in and year out that we have ever bred, grown or tested. It is not spectacular but is dependable.

Its semi-dwarf, stocky, sturdy plants are drought resistant and make it the best for planting on light soils and likewise do well on good soils.

It has beautiful large ears, with good shuck covering and straight rows.

The corn is superior in quality, with dimple dent—medium deep and thick horny, translucent, white to cream colored grains, that are very weevil resistant.

We have continued our careful field selections and ear-to-row testing and have to offer this year the best that we have yet had.

All the fields from which this planting seed was saved produced from 40 to 60 bushels per acre.

DESCRIPTION

Plant: Stocky, strong—ears set medium low.

Ears: Usually 2, sometimes 1; 7 to 9 inches long—about 2- $\frac{1}{4}$ " in diameter, 16 to 18 rowed.

Cobs: White.

Grains: A dimple dent—white to cream colored—medium deep, hard flinty.

Weevil Resistance: Excellent.

Drought Resistance: Best we know of.

Season: 130 to 150 days.

PRICE: \$5 per bu.; \$4.50 per bu. in 5 bu. lots.

COKER'S PEDIGREED GARRICK CORN

"Good for Seed and Silage"

Vigorous grower, 8 to 10 feet tall under average field conditions. When well-manured on fairly good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet. Has produced as high as 20 tons silage per acre on our farms. Hard flinty white grains, white cobs, excellent for home use or milling purposes. Prolific—two and three ears.

DESCRIPTION

Season: Medium to late.

Cob: White.

Grain: White, flinty, medium deep.

Prolificacy: Two and three ears; usually two.

Weevil Resistance: Very good.

Stalk: Vigorous grower.

PRICES: \$5.00 per bu., \$4.50 per bu. in 5 bu. lots.



Typical ears of Coker's Ellis Corn.



Coker Double Silver—A. R. No. 431322.

An **OUTSTANDING GUERNSEY HERD**

(Federal Accredited No. 40718)

Our two-year-old heifer, Coker Double Silver, now on test is averaging better than 60 lbs. of fat per month. This beautiful heifer is a double great granddaughter of the great cow Violet of Orchard Springs No. 102631, taking tenth place of the breed at 3½ years old, Class D. D. As a mature cow Class A she gave 16,939.5 milk 961.2 fat making her the Guernsey Queen of the Southeast for 1926 and South Carolina champion of all breeds.

We have several national class leader records in this herd which is rich in the blood of May Rose through the blood of Langwater Cavalier,

having used a son and two grandsons of that truly great bull. We also have in the herd resulting from ¾ sister and brother mating Coker Queen of Glory No. 180627, who has five advanced records; three mature records averaged 14,282.8 milk and 736.5 fat. We are using a son of this cow in our herd at present and are more than pleased with the calves.

We specialize in foundation stock. At present we can offer a choice lot of bred and open heifers from high producing ancestry; also some choice males of breeding age.

We Have For Sale PURE BRED GUERNSEYS for FOUNDATION STOCKS

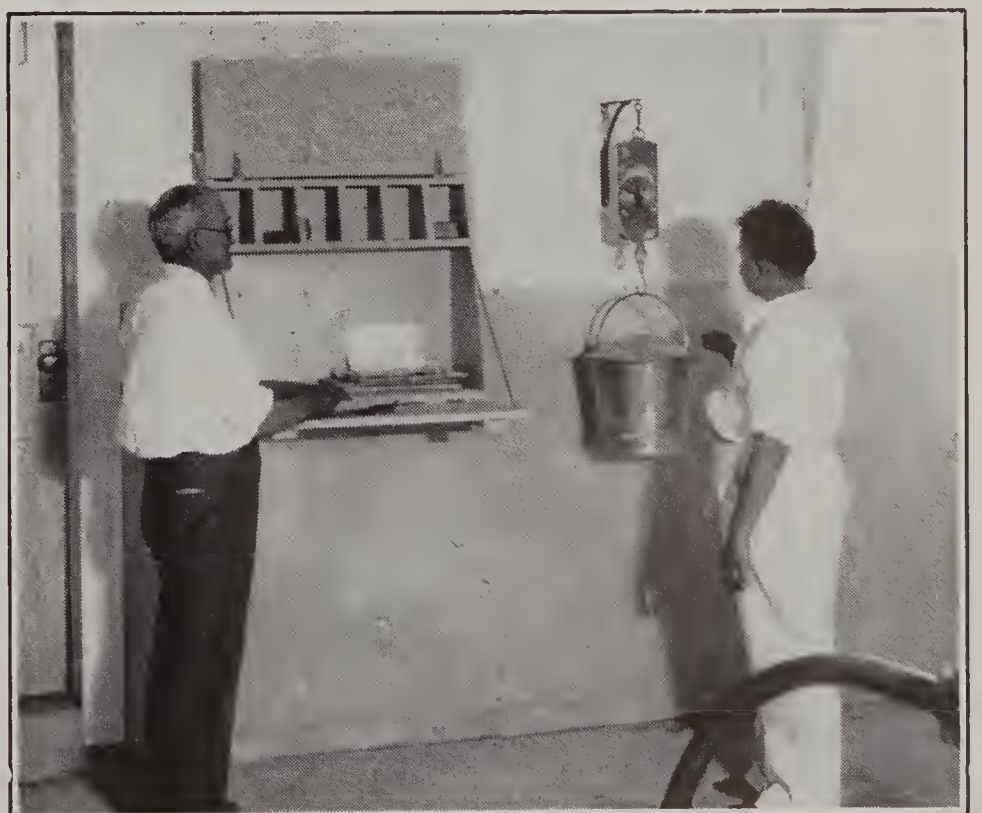
Right now we have some fine young animals of both sexes.

No better bred stock in the south. Every animal negative to blood tests for contagious abortion. Come and see our herd. We prefer not to sell by correspondence.

**Coker's Pedigreed
Seed Company**

Hartsville, S. C.

Federal Accredited Guernsey Herd No. 40718



Each milking from our test cows is accurately recorded.

CUSTOMER NEWS

NEW COTTON GIVES SPLENDID RESULTS

Coker 100 Pleases Growers from Piedmont to Seacoast and Virginia to Louisiana.

Never before in its 35 years of cotton breeding has the Coker's Pedigreed Seed Company—pioneer southern plant breeders of Hartsville, S. C.—received so many outstandingly good reports on any one of their cotton varieties as those on Coker 100. This new productive 1-1/16" to 1 1/8" cotton is producing remarkably throughout a large part of the eastern cotton belt as well as in the Mississippi Valley.

W. M. Camp, prominent lumberman and paper manufacturer, operating plants in S. C. and Virginia reports: "Four acres of your Coker 100 cotton planted one mile north of Franklin, Va., in Southampton County yielded 8,834 pounds of seed cotton and ginned 3,153 pounds of lint."

And from Lake Providence, La., J. E. Harris cotton buyer for McFadden and Oates, writes "I have watched your new Coker 100 cotton with interest—one crop of 12 acres is making 20 bales and another of 11 acres 23 bales—not bad. I am interested in getting this cotton on more farms."

And from the Carolina seacoast where the boll weevil has greatly curtailed cotton production and the alluvial soils and the long growing season tend to grow too much weed, comes this report from Mr. F. Ashford, Georgetown County: "5 acres planted with this seed (Coker 100) produced an average of 712 pounds of lint per acre. My lands as well as most of the land here, produces very large

NORTH GEORGIA FARMER PLEASED WITH COKER COTTON

Picks Over Bale Per Acre on Bad Wilt Lands.

From Morgan County, Georgia, not far from Tara, mythical home of Gerald and Scarlett O'Hara, where the cotton wilt plague has already begun to invade the fertile red cotton lands, comes an interesting letter: "I was well pleased with your Cleve-wilt Strain 6—picking 600 pounds of lint per acre without a sign of wilt on lands, some of which I have never seen a stalk of cotton mature before. I recommend your Coker 100 as the best cotton I have ever seen grow on fertile non wilt lands."—Hugh Bostwick, Bostwick, Ga.

weed and this variety, Coker 100, seems to be a very fine cotton for this section because of the small size and heavy fruiting type."

From the red hills of the Piedmont, news of another fine crop is received. H. P. Milam, Sandy Springs, Anderson County, S. C. says: "I can truthfully say that I find Coker 100 quite the best I have ever planted. I grew 6,368 pounds of lint on 5 acres and believe I am champion cotton grower of Anderson County—I attribute my success to Coker 100."

From the upper coastal plains of N. C., J. B. Thomas, Secretary-Treasurer of the Hoke Oil and Fertilizer Company, Raeford, N. C. reports: "This year I planted 43 acres of Coker 100 cotton—yield on the 43 acres was 31,740 pounds of lint cotton or 63 bales, average weight of 504 pounds. I consider your Coker 100 the best cotton I ever planted."

WILT LAND FARMERS MAKING GOOD CROPS

Newer Strains of Coker-Cleve-wilt Give Good Yields and Premium Staple.

As the great plague of cotton wilt spreads from field to field and from farm to farm throughout the cotton lands of the eastern and central South, results of Coker's wilt breeding work in producing highly wilt resistant, high yielding cottons of extra staple is being more and more recognized and appreciated.

Since Head Plant Breeder Wilds of the Coker Organization discovered and bred wilt varieties to withstand several of the newer types of cotton wilt, these new strains are proving the value of this work.

Illustrative of the excellent Cleve-wilt crops reported by wilt land growers, McNair and Ward, Aiken, S. C. report:

"154 acres of Cleve-wilt 6 produced 590 pounds of lint per acre, practically all pulled 1 1/16". We plant Cleve-wilt on both wilt and non wilt lands."

From the Carolina Piedmont, where wilt is beginning to show up, S. P. Moore, Gray Court, S. C. writes: "I like your Cleve-wilt 6 cotton seed. I made a bale to the acre on every acre I had. This is a good cotton for our section."

And from F. E. Watkins, Anderson, S. C.: "We had to quit growing cotton on one field of exceptionally good land because of wilt. We planted your Cleve-wilt 6 here this year and I am delighted to inform you that we have not found a single stalk dead on account of the wilt—it is a heavy producer and easy to pick."

And from north Central Georgia, E. O. Holmes, Manager Rockdale Farmers Association, Conyers, Ga. writes: "Results are especially good on Cleve-wilt 5 on both wilt and non wilt lands."

Price List and Order Blank

1938 Season

Date.....1933

Name.....SHIP BY
FREIGHT ()

Address.....R. F. D.,
No.....EXPRESS ()

Ship Seed To.....Shipping
Date.....PARCEL
POST ()

No. Bags	Variety	Price Per Bag 100 lbs.	Price Per Ton 20 Bags	Amount	
	Coker 100 Strain 1 Standard Germination	\$10.00	\$175.00		
	Coker's 4-In-1 (Wilt Resistant) 75% Germination (or above)	11.72	187.50		
	Coker-Cleviewilt Strain 7 65% Germination (or above)	8.13	154.38		
	Coker-Cleviewilt Strain 6 Standard Germination	7.50	140.00		
	Coker-Cleviewilt Strain 5 Standard Germination	6.00	110.00		
	Coker's Farm Relief Strain 4 Standard Germination	7.50	140.00		
	Coker's Farm Relief Strain 5 70% Germination (or above)	10.95	175.00		
	Coker-Wilds Semi-Wilt Str. 2 Standard Germination	7.50	140.00		
	TOTAL				

All cottonseed bagged in 100-lb. bags. Prices F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn. All seed shipped direct from Hartsville.

COKER'S PEDIGREED SEED COMPANY
David R. Coker, Pres.
Hartsville, S. C.

From.....

.....

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PUT
STAMP
HERE

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

DAVID R. COKER, President

HARTSVILLE, S. C.



FARM RELIEF COTTON MAKES GOOD YIELDS AND HIGH TURNOUTS

**Reports as High as 42%
Lint Received.**

The low rolling hills of Spartanburg County have long had a reputation for their ability to produce good yields of quality cotton. Coker's Farm Relief has added to this reputation by its splendid performance in production of high yields combined with full $1\frac{1}{16}$ " staple and lint percentages running above 40%. I. W. Gray of Woodruff, S. C., southern Spartanburg County, is well pleased with his Farm Relief Strain 4. He reports: "The hundred pounds (Farm Relief Strain 4) we got from you last spring—we got four bales—a yield from 42% lint and $1\frac{1}{32}$ " to $1\frac{1}{16}$ " staple.

From Macon County, down in the Georgia peach country from O. K. David of Marshallville, comes: "Your Farm Relief Strain 4 cotton seed bought of you this spring gave me excellent results and I consider it well adapted to this section—the yield, fiber and turnout were very satisfactory and can heartily recommend it for this section."

J. P. Kellett & Son, Fountain Inn, S. C. writes that they are picking approximately 20 bales of Farm Relief 4 cotton from 12 acres.

The losses to the south from carelessly or ignorantly bought seed are very large every year. These losses could be eliminated, the general profits of agriculture greatly increased, the prosperity of all classes indirectly or directly dependent on agriculture measurably enhanced, and the general level of our civilization enormously raised by the one means of using only seed of very high grade varieties of recent pedigree.—D. R. Coker.

NEW WILT COTTON SHOWS UP WELL IN DELTA

**Test Plot of Coker's 4-in-1
Shows Excellent Yield
in Washington County,
Mississippi.**

Thirteen years ago a cross of Coker's Cleve-wilt and Foster 6 was made from which Coker breeders have developed an outstanding wilt resistant variety. This cotton is named Coker's 4 in 1 for its four outstanding qualities—yield, staple, wilt resistance, and earliness.

In the spring of 1937, a small sample of 4 in 1 seed was furnished Mr. E. W. Wood, one of the Delta's larger planters, whose plantations are located near Leland. Mr. Wood writes: "I have finished gathering the special seed (4-in-1) sent me. I had 1.4 acres and gathered 3,330 pounds of seed cotton weighing 1,085 pounds of lint."

Coker's own seed increase fields of this variety (4-in-1) produced an average yield of 544 lbs. lint per acre.

This new cotton is being commercially introduced this spring (1938) and taking its previous record as a basis, a bright future is predicted for its performance on medium to heavier grades of wilt lands in the southern cotton belt. Coker's 4 in 1 resembles its parent, Foster 6, in earliness, medium small weed and small leaves and its other parent, Cleve-wilt, in its high wilt resistance and good turnout—from both parents it inherits high yield and premium staple ($1\frac{1}{16}$ " to $\frac{3}{32}$ ").

The Net Profit of the Farmer is the Raw Material of General Prosperity.

NEW CLEVEWILT STRAIN LEADS TESTS

**Combines Earliness with
High Yield.**

Southern wilt land farmers, particularly those in the area of heavy, yearly weevil damage, are interested in the announcement by Coker's Pedigreed Seed Company of a new and superior strain of Cleve-wilt cotton, Coker-Cleve-wilt Strain 7 has surpassed previous strains in yield, earliness and makes smaller weed and less leaf.

The yielding ability of this cotton is attested by its excellent showing in the 1936 and 1937 tests of the South Carolina (Pee Dee) Experiment Station, Florence, S. C. In the 1936 test, Coker-Cleve-wilt 7 led all varieties with a yield of 2628.6 pounds seed cotton per acre. Of significant note is its heavy, early pick—1,183 pounds gathered August 26. In the 1937 test Cleve-wilt 7 stood near the top and led all other wilt varieties with a yield of 2510.7 pounds seed cotton. 1930-1 pounds was gathered at the first picking.

This new wilt cotton has shown its ability to produce good yields on the three different types of wilt lands thus far discovered by George J. Wilds, Coker's Head Plant Breeder.

Coker Cottons Maintain Excellent Contest Record

**Edgefield County Woman
Leads State.**

In the 1936 S. C. Five-Acre Cotton Contest, Coker cottons won six of the eight prizes awarded, including First Prize for the 9th consecutive time. Mrs. Carrie B. Smith, wife of "Uncle Bob" Smith, Champion S. C. Cotton grower, produced a record yield of 6,640 lbs. of $1\frac{1}{32}$ " staple lint on her Five-Acre Plot with Coker's Cleve-wilt—the highest yield ever reported in the S. C. Five-Acre contest.

P. M. Arant, Chesterfield County, won Second Prize with a yield of 6,265 lbs. lint which stapled $1\frac{1}{32}$ ". Mr. Arant also used Coker's Cleve-wilt.

